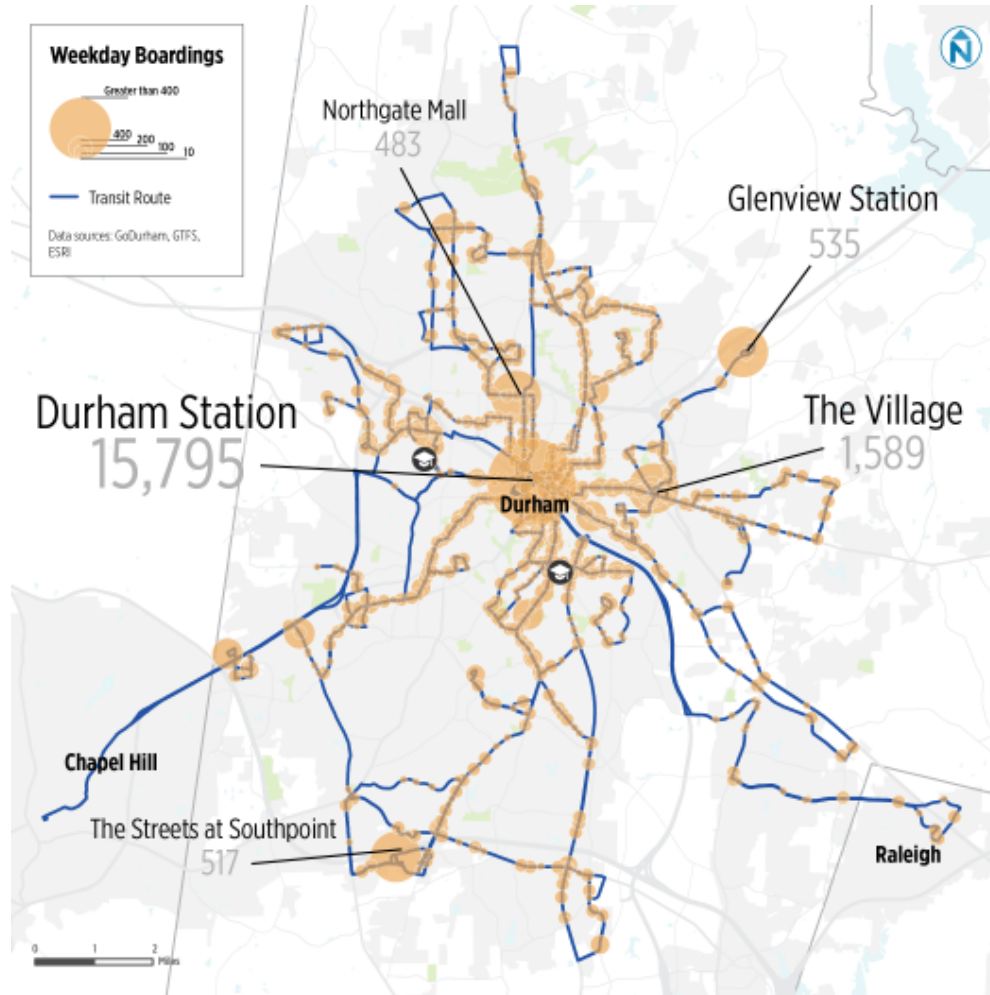




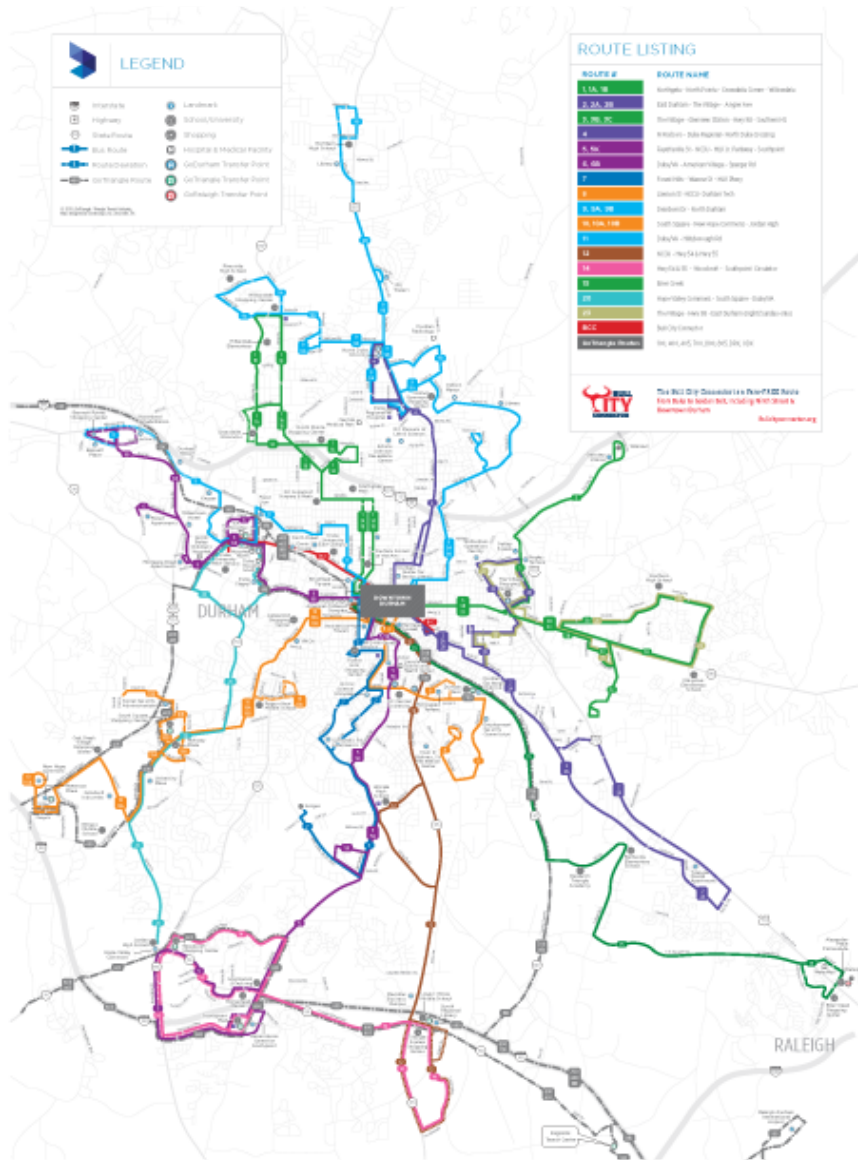
Short Range Transit Plan

What is a Short Range Transit Plan?



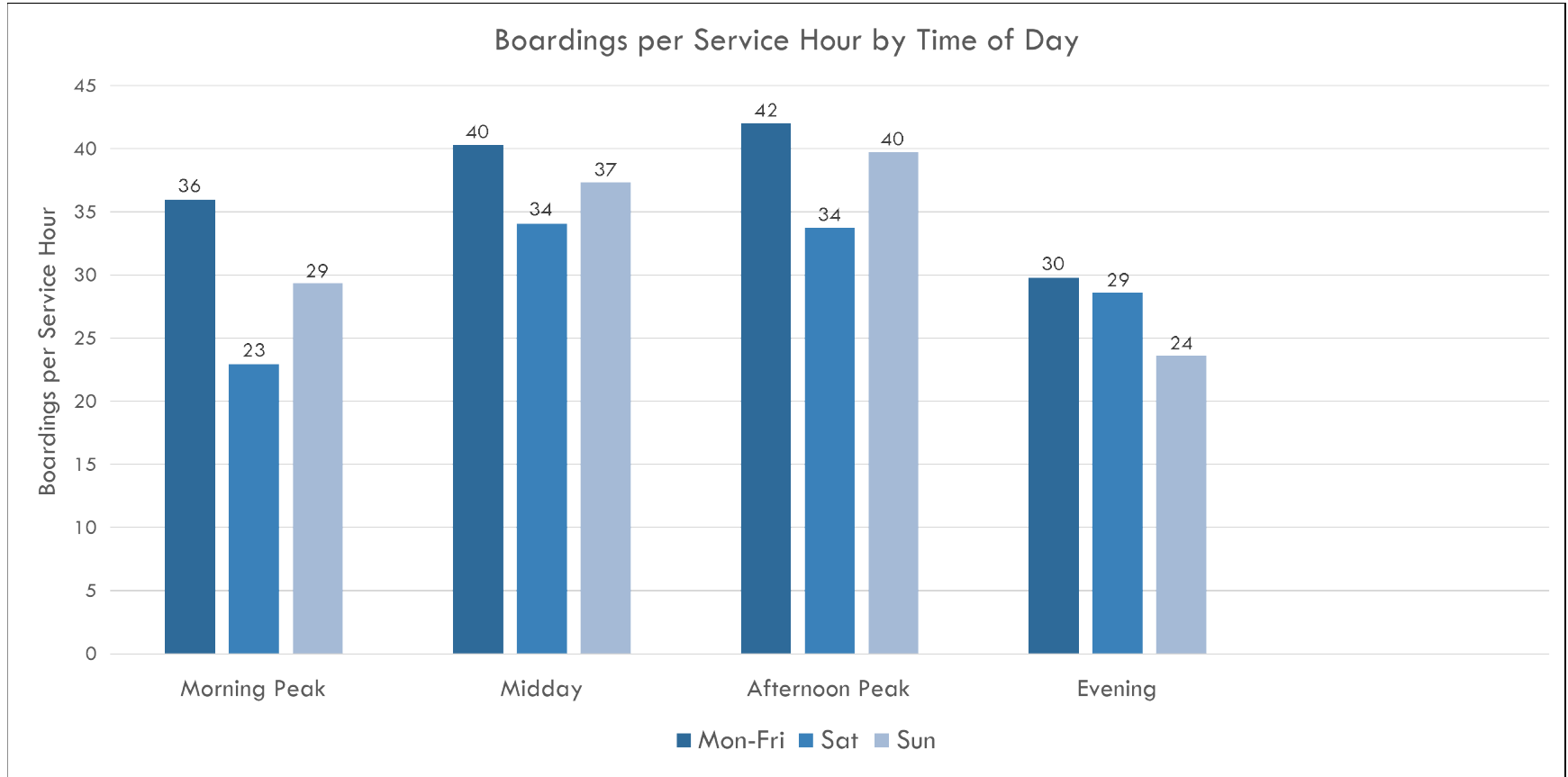
- Assessment of existing service
- Market analysis
- Document unmet needs
- Roadmap to improve service in the next 5 years

GoDurham SRTP Goals



- Address on-time performance
- Simplify route patterns
- Find opportunities for smaller vehicles or innovative on-demand service
- Increase service to areas with high demand
- Reduce service to low ridership areas
- Identify opportunities for more direct service
- Evaluate options for Bull City Connector

GoDurham Ridership is Strong



Outreach Informed SRTTP Process

| Phase I |
|--|
| <ul style="list-style-type: none">• Information gathering• Understanding priorities |

| Phase II |
|---|
| <ul style="list-style-type: none">• Gather feedback on two service scenarios• Use input to create Preferred Option |

| Phase III |
|---|
| <ul style="list-style-type: none">• Gather feedback on Preferred Option |

Stakeholders
Passenger Outreach
Community Events



Highest priority



More frequent service

BCC Resources Can be Better Utilized

What We Know:

Despite being fare free, the BCC underperforms compared to other routes

What We Heard:

BCC should serve Durham Station and fare free is important

What We're Recommending:

Reallocate BCC's resources to improve service system-wide

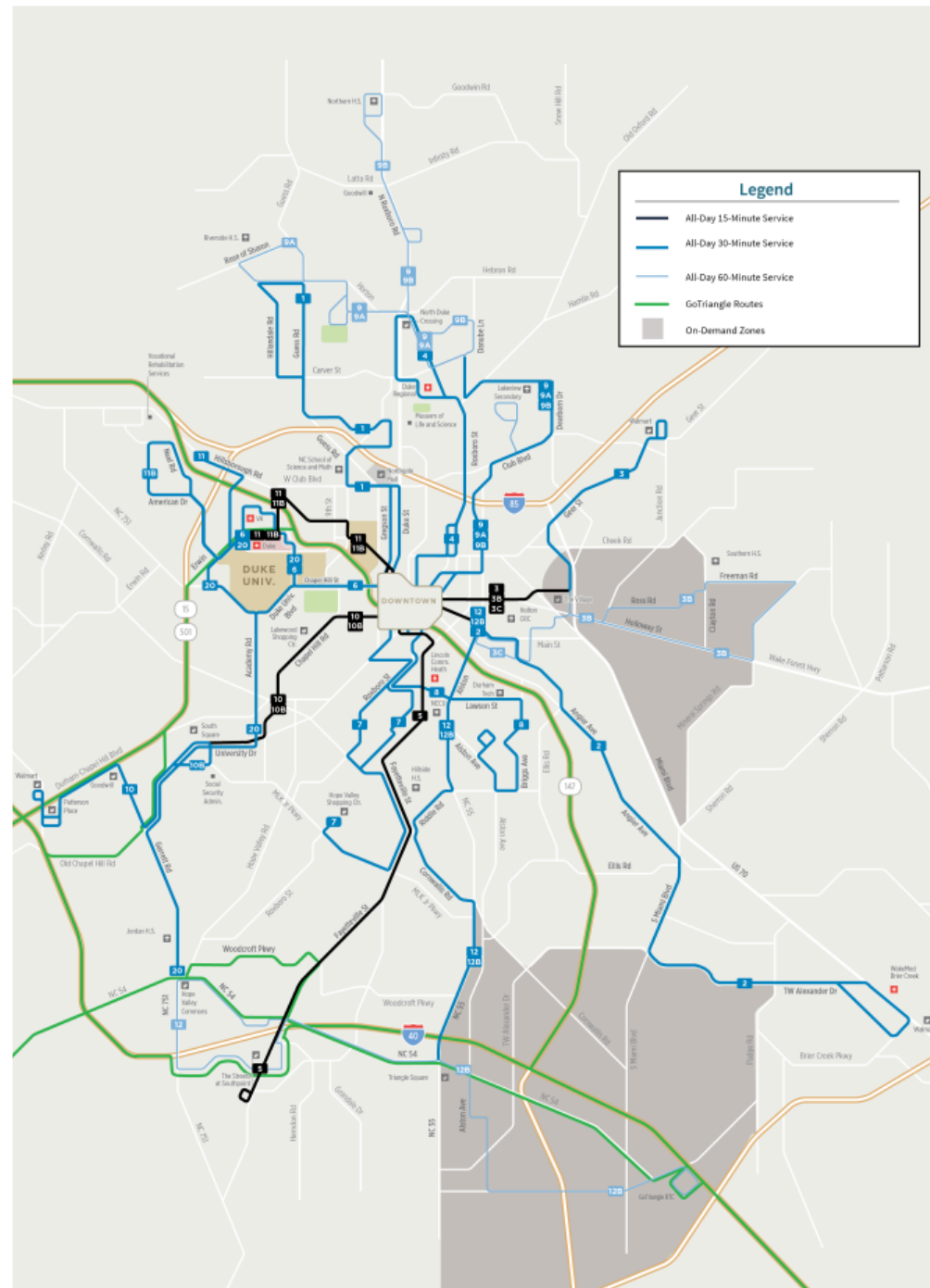
What are the Benefits?

- Address chronic on-time performance issues on Routes 6 and 11
- New 15-minute service on Main Street between Alston Avenue and Duke/VA Hospital (with service to Durham Station)
- Existing BCC riders will have more connections at Durham Station and more frequent service

Preferred Option: Why Change?

- Addressing on-time performance
- Simplifying routes
- Improving frequency of service
- Providing more direct service to popular destinations
- Expanding the number of routes with 15 minute all-day service
- On-demand service to better serve low density areas with mobility needs

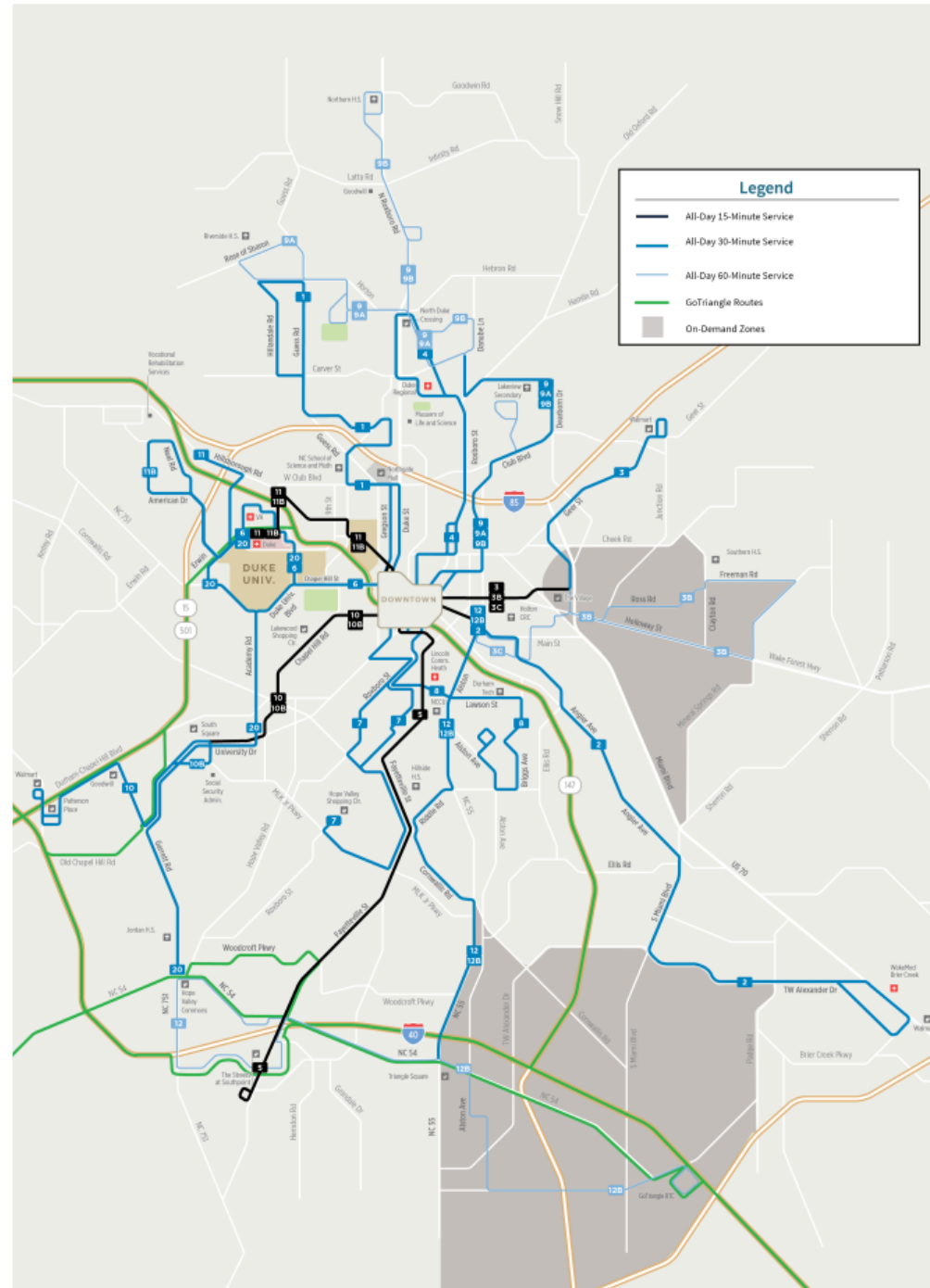
All improvements can be accommodated within the current operating budget



Preferred Option: Why Change?

- 9.3 more miles of very frequent service (every 15 minutes or more all day)
- 12,700 more residents and jobs within a quarter mile of very frequent service
- 16,000 more residents and jobs within a quarter mile of service that operates every 30 minutes or better

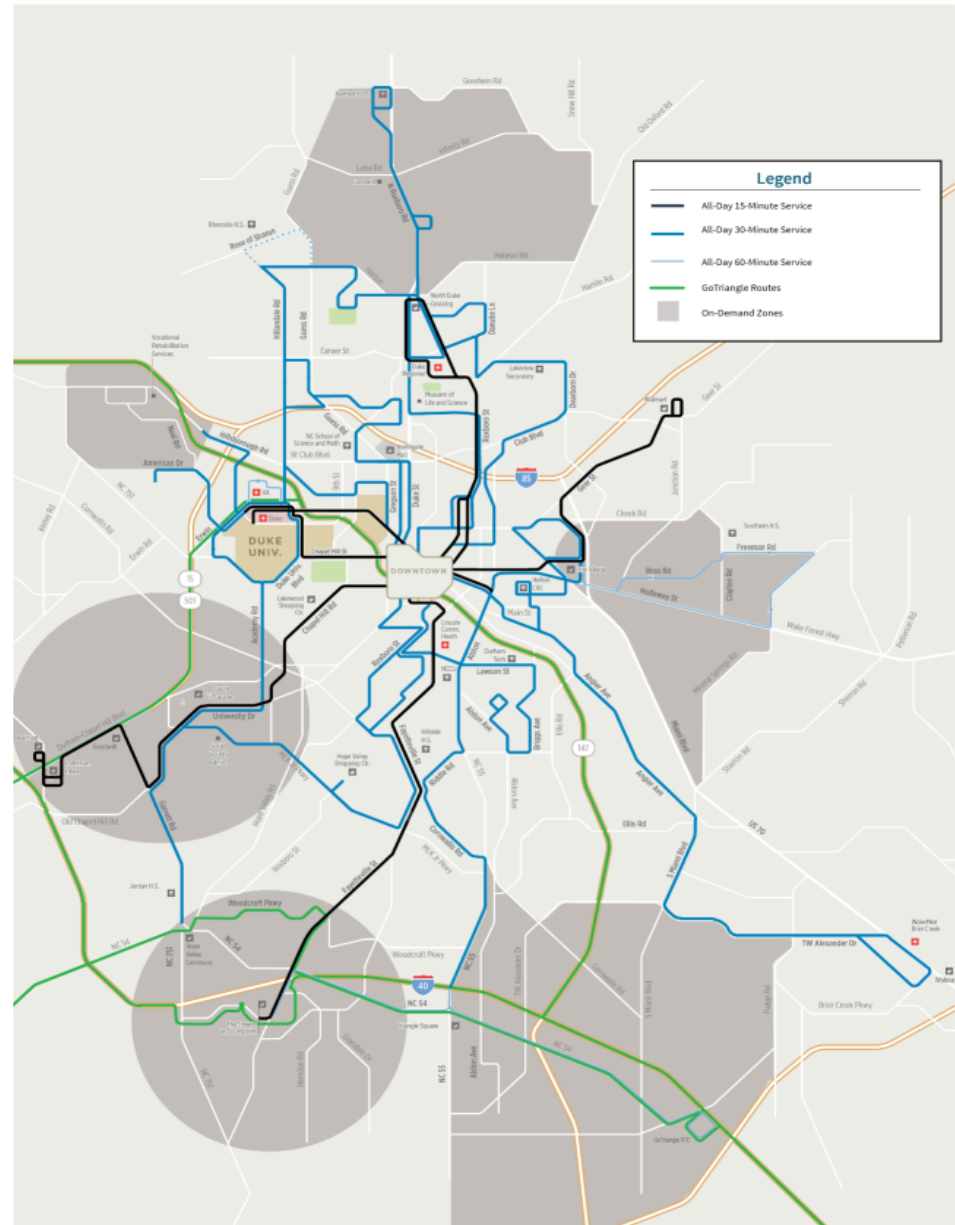
All improvements can be accommodated within the current operating budget



Additional Resources Necessary for Transit Vision

Some service priorities are not possible within current resources available:

- Later evening service
- Crosstown connections
- More frequent weekend service
- Larger expansion of frequent (15 min) network



Near-Term Needs: High Priority

Route 10 to New Hope
Commons Every 15 Minutes

Crosstown Service: North
Durham and Duke

Estimated cost: \$2.3
-\$2.7 million
Addition Vehicles: 3

Improve Sunday and Evening
Service to New Hope
Commons and Southpoint

Late Night
On-Demand Service
(12am – 5am)

Near-Term Needs: Lower Priority

Additional On-Demand
Zones (six total)

Downtown to North Duke
Crossing (Route 4)
Frequency Upgrades

Estimated cost: \$1.9
-\$2.3 million
Addition Vehicles: 2

Saturday Service pilot to
Museum of Life and Science

All-Day service from
NC 54/NC 751 (Route 20)
to Duke

Next Steps

- Gather feedback on Preferred Recommendation
- Review of service standards
- Finalize Preferred Recommendation
- Finalize plan

